

# CHRISTIE'S

## Popular Culture: Rock and Pop Memorabilia

South Kensington – Thursday, 24 June 2010

Sale no: 5554 – Top Three

[All sold prices include buyer's premium]

<b>Sold:</b>	<b>£680,613</b>	<b>\$1,018,197</b>	<b>€824,903</b>
Lots Sold: 247	Lots Offered: 302	Sold by Lot: 82%	Sold by £: 81%
Exchange Rate £:= \$1.496 / €1.212			

Lot	Description	Estimate (£)	Purchase Price	Buyer
157	<b>The Who/Pete Townshend</b> A circa 1970/71 SG Standard Custom Order 3 pickup model; owned by Pete Townshend and used during a tour of the USA in 1971	20,000-30,000	<b>£49,250</b> <b>\$73,678</b> <b>€59,691</b>	US Private
301	<b>John Lennon</b> A rare oversized drawing in black ink, a double self-portrait caricature of John Lennon and Yoko Ono, the artwork drafted by Lennon in Suite 1742 at the Queen Elizabeth Hotel, Montreal, Canada, during John and Yoko's historic Bed-In for Peace, 26 May - 2 June, 1969	30,000-50,000	<b>£37,250</b> <b>\$55,726</b> <b>€45,147</b>	US Trade
41	<b>Eric Clapton</b> A 2004 Fender Custom Shop Stratocaster, 'CRASH' concept guitar owned and played by Eric Clapton, 2004.  This guitar became Clapton's main stage instrument, first appearing at the One Generation 4 Another charity concert, The Royal Albert Hall, 15 March, 2004. Clapton continued to play the guitar during his 2004 European Tour	20,000-30,000	<b>£34,850</b> <b>\$52,136</b> <b>€42,238</b>	US Private

### Comment: Neil Roberts, Head of Department, Popular Culture said:

"The *Popular Culture: Rock and Pop Memorabilia* sale saw an over-flowing saleroom of collectors and music fans of all ages bidding on a wide selection of music memorabilia items. Many bid and bought over the telephones and through Christie's LIVE, amounting to one of the strongest results for online bidding ever seen at Christie's South Kensington, with 42% of lots either bought or directly underbid online. Interest came from over 19 countries around the world, with bidders as far a field as Australia, Lebanon, Austria, South Africa and the Americas, amongst others.

We were particularly delighted with the result achieved for the largest collection of The Who memorabilia ever sold at auction, which exceeded expectations and fetched a total of £169,946 / \$254,239 / €205,975 (lots 130-187). The collection included 57 lots ranging from guitars and posters, to awards, amps and signed items.

The vendors, American collectors Brad and Diana Rodgers commented after the sale: "My wife and I were incredibly pleased with the results achieved by Christie's today. This sale demonstrates that the market for high end, one of a kind material is as strong as it has ever been. We feel fortunate to have been able to own these items and hope that their new owners get as much enjoyment from them as we did."

We look forward to our Film and Entertainment Memorabilia sale on 25 November 2010"

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